



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, DC 20460

OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION

September 12, 2018

Cheryl H. Prinster
Manager, Regulatory Affairs
The Scotts Company
14111 Scottslawn Road
Marysville, OH 43041

Subject: Label and CSF Amendment –Revising label, Basic and Alternate CSFs
Product Name: Lawn Pro Broadleaf Weed and Feed/Weed Control Plus Lawn Fertilizer
EPA Registration Number: 538-211
Application Date: July 25, 2016
Decision Number: 519916

Dear Ms. Prinster:

The amended label and CSFs referred to above, submitted in connection with registration under the Federal Insecticide, Fungicide and Rodenticide Act, as amended, are acceptable. This approval does not affect any conditions that were previously imposed on this registration. You continue to be subject to existing conditions on your registration and any deadlines connected with them.

A stamped copy of your labeling is enclosed for your records. This labeling supersedes all previously accepted labeling. You must submit one copy of the final printed labeling before you release the product for shipment with the new labeling. In accordance with 40 CFR 152.130(c), you may distribute or sell this product under the previously approved labeling for 18 months from the date of this letter. After 18 months, you may only distribute or sell this product if it bears this new revised labeling or subsequently approved labeling. “To distribute or sell” is defined under FIFRA section 2(gg) and its implementing regulation at 40 CFR 152.3.

Please note that the record for this product currently contains the following CSFs:

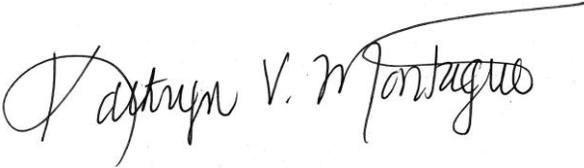
- Basic CSF dated 03/24/2016
- Alternate CSF A dated 03/24/2016
- Alternate CSF B dated 03/24/2016

Should you wish to add/retain a reference to the company’s website on your label, then please be aware that the website becomes labeling under the Federal Insecticide Fungicide and Rodenticide Act and is subject to review by the Agency. If the website is false or misleading, the product would be misbranded and unlawful to sell or distribute under FIFRA section 12(a)(1)(E). 40 CFR 156.10(a)(5) list examples of statements EPA may consider false or misleading. In addition, regardless of whether a website is referenced on your product’s label, claims made on the

website may not substantially differ from those claims approved through the registration process. Therefore, should the Agency find or if it is brought to our attention that a website contains false or misleading statements or claims substantially differing from the EPA approved registration, the website will be referred to the EPA's Office of Enforcement and Compliance.

Your release for shipment of the product constitutes acceptance of these conditions. If these conditions are not complied with, the registration will be subject to cancellation in accordance with FIFRA section 6. If you have any questions, please contact Shanta Adeeb by phone at 703-347-0502, or via email at adeeb.shanta@epa.gov.

Sincerely,

A handwritten signature in black ink that reads "Kathryn V. Montague". The signature is written in a cursive style with a long, sweeping horizontal line extending from the end of the name.

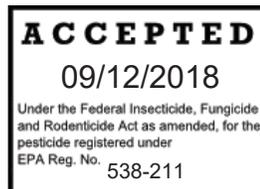
Kathryn Montague, Product Manager 23
Herbicide Branch
Registration Division (7505P)
Office of Pesticide Programs

Enclosure

NOTE:

Bold, italicized text is information for the reviewer and is not part of the label.
[Bracketed information is optional text]. Text separated by “/” denotes and/or options.

EPA Reg. No. 538-211



Lawn Pro Broadleaf Weed and Feed/ Weed Control Plus Lawn Fertilizer

ACTIVE INGREDIENTS:

2,4-D [†]	1.220%
Dicamba ^{††}	0.081%
OTHER INGREDIENTS	98.699%
TOTAL	100.000%

0.0122 lbs. 2,4 –D acid equivalent per pound of product
0.00081 lbs. Dicamba acid equivalent per pound of product

[†]CAS #94-75-7
^{††}CAS #1918-00-9

**KEEP OUT OF REACH OF CHILDREN
CAUTION**

See [back/side/top/bottom] [panel/label/booklet] for additional precautionary statements.
[See back for directions.]

[XX-XX-XX] (Fertilizer information denoted by “X” will be added to FPL. NPK will not exceed the endpoints tested for acute toxicology studies.)

Net Weight: 14.11/X.XX lbs. (X.XX kg)

[Coverage]

- Covers X,XXX square feet/sq. ft.
- Treats [and]/Feeds XXXX sq. ft.
- Treats [and fertilizes] XXXX sq. ft.

Coverage Examples:

Bag Weight (lbs.)	Coverage (sq. ft.)	# AI per acre 2,4-D	# AI per acre Dicamba	# Product per 1000 sq. ft.
7.06	2,500	1.5 lbs.	0.1 lbs.	2.82
14.11	5,000	1.5 lbs.	0.1 lbs.	2.82
33.86	12,000	1.5 lbs.	0.1 lbs.	2.82
42.33	15,000	1.5 lbs.	0.1 lbs.	2.82
50.80	18,000	1.5 lbs.	0.1 lbs.	2.82

NOTE:

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EPA Reg. No. 538-211

Optional Company Identifier: Scotts®

Alternate Brand Names: Turf Builder Weed & Feed 4
Step 2 Weed Control Plus Lawn Food 4
Turf Builder Winterguard Fall Weed & Feed 4

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PRECAUTIONARY STATEMENTS HAZARDS TO HUMANS AND DOMESTIC ANIMALS

CAUTION: Causes moderate eye irritation. Avoid contact with eyes or clothing. Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum, using tobacco, or using the toilet. Wear long-sleeved shirt, long pants, shoes, and socks.

FIRST AID:

If in eyes: Hold eye open and rinse slowly and gently with water for 15-20 minutes. Remove contact lenses, if present, after first 5 minutes, then continue rinsing eye. Call a poison control center or doctor for treatment advice.

Have the product container or label with you when calling poison control center or doctor, or going for treatment. [For emergency information call 1-800-543-8873.]

ENVIRONMENTAL HAZARDS: This pesticide is toxic to fish and aquatic invertebrates. To protect the environment, do not allow pesticide to enter or run off into storm drains, drainage ditches, gutters or surface waters. Applying this product in calm weather when rain is not predicted for the next 24 hours will help to ensure that wind or rain does not blow or wash pesticide off the treatment area. Sweeping any product that lands on a driveway, sidewalk, or street, back onto the treated area of the lawn will help to prevent run off to water bodies or drainage systems.

This chemical has properties and characteristics associated with chemicals detected in groundwater. The use of this chemical in areas where soils are permeable, particularly where the water table is shallow, may result in groundwater contamination. Application around a cistern or well may result in contamination of drinking water or groundwater.

Option 1 Directions

DIRECTIONS FOR USE: It is a violation of Federal law to use this product in a manner inconsistent with its labeling.

This product applies 1.5 lbs. of 2,4-D and 0.1 lbs. of dicamba per acre per application. The maximum number of broadcast applications per treatment site is two per year.

Application Restrictions

- Do not allow product to contact people or pets directly or through drift. Keep people and pets off lawn during application.
- Do not allow people or pets to enter the treated area until dusts have settled.
- Do not apply if rain is expected within 24 hours.
- Do not apply if day temperatures are regularly below 60°F or above 90°F.
- Do not apply more than twice per year.
- Do not water or mow lawn for at least 24 hours after application. [Granules must remain on weeds to be most effective.]
- Apply only to grass. Do not allow granules or dust to drift onto flowers, shrubs, fruit or vegetable plants.
- Do not use this product on flowers, shrubs, fruit or vegetable plants or on Creeping Bentgrass, St. Augustinegrass (including Floratam), Dichondra, Carpetgrass or Lippia lawns.
- Do not apply to new grass unless it has been mowed at least 4 times.
- Do not seed, sod or plant grass sprigs until at least one month after using this product.

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WEEDS CONTROLLED

Some or all of the following weeds will appear on the label

Aster	Clover (red)	Lespedeza (Seedling)	Scarlet Pimpernel
Bindweed	Clover (white)	Lippia (Matchweed)	Shadflower
Bittercress	Cudweed	Mallow	(Whitlowort)
Black Medic	Curly dock	Moneywort	Shepherdspurse
Bristly Oxtongue	Dandelion	Morningglory	Smartweed
Buckhorn	Dichondra	Mustard	Sow Thistle
Bull Thistle	Dollarweed	Pennywort	Spurweed
Burclover	English Daisy	Pepperweed	Stitchwort
Buttonweed	Eveningprimrose	Pigweed	Threeseeded Mercury
Canada Thistle	Filaree	Plantain	Thymeleaved
Carpetweed	Fleabane	Prickly Lettuce	Sandwort
Catsear (Coast Dandelion)	Ground Ivy	Puncturevine	Vetch
Centella	Hawkweed	Purslane	Wild carrot
Chickweed	Healall	Pusley (Florida)	Yarrow
Chicory	Henbit	Pussytoes	Yellow rocket
Cinquefoil	Horseweed	Ragweed	
Clover (hop)	Knotweed (Seedling)	Red sorrel (Sheep Sorrel)	
	Lambsquarter		

[Application/Apply]

- The product may be used on Bahiagrass, Bermudagrass, Bluegrass, Centipedegrass, Fescue, Ryegrass, or Zoysiagrass lawns.
- Apply when weeds are actively growing [when daytime temperatures are consistently between 60°F and 90°F].
- For best results, apply to grass that is wet from dew or watering./Make sure that the grass is wet from dew or watering before applying. [This helps particles adhere to weed leaves to produce best results.]
- Mow tall grass a day or two before application.
- **In Spring**, apply on Bahiagrass and Centipedegrass lawns in mid-April or later and after the third mowing.
- **In Fall**, apply on Centipedegrass lawns before September 1st and Bahiagrass lawns before November 1st.
- Set spreader to the setting indicated by the chart [below] [before applying].

[Watering]

Wait at least 24 hours before watering your lawn. If watering sooner, water will wash the weed control off the weed's leaves and reduce the effectiveness of this product.]

[What to Expect]

Weed stems and leaves will begin to twist and curl in a few days, but a month or more may be required for complete control. This product will not prevent weed seeds from producing new plants.]

[Under certain conditions, temporary discoloration may occur on Bahiagrass, Centipedegrass, Bermudagrass, and Zoysiagrass lawns].

[Seeding/Sodding/Sprigging]

- Wait at least one month after you have applied this product before seeding, sodding or sprigging.
- Mow new grass at least 4 times before applying.]

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Option 2 Directions – Quick Start Guide

DIRECTIONS FOR USE: It is a violation of federal law to use this product in a manner inconsistent with its labeling.

This product applies 1.5 lbs. of 2,4-D and 0.1 lbs. of dicamba per acre per application.

[Insert company name] Quick Start Guide

[You're just three/four/a few [simple/easy] steps away from a beautiful ***insert company name*** lawn]

[ICON – Spreader/Dial]

[1.] Fill & Set Spreader

Insert company name Broadcast/Rotary Spreaders X

[Insert company name] Drop Spreaders [X]

[Use only with ***insert company name*** spreaders/applicators.]

[Insert company name] products are designed to work with ***insert company name*** spreaders/applicators.]

[For additional spreader settings, [please] call ***insert company phone number.***]

[This package applies [approximately] 2.82 [2.8] lbs of product per 1,000 sq. ft.]

[ICON – Spreader/Lawn]

[2.] Apply

- The product may be used on Bahiagrass, Bermudagrass, Bluegrass, Centipedegrass, Fescue, Ryegrass, or Zoysiagrass lawns.
- Apply when weeds are actively growing [when daytime temperatures are consistently between 60°F and 90°F].
- For best results, apply to grass that is wet from dew or watering./Make sure that the grass is wet from dew or watering before applying. [This helps particles adhere to weed leaves to produce best results.]
- Mow tall grass a day or two before application.
- **In Spring**, apply on Bahiagrass and Centipedegrass lawns in mid-April or later and after the third mowing.
- **In Fall**, apply on Centipedegrass lawns before September 1st and Bahiagrass lawns before November 1st.

[ICON – Broom]

[3.] Clean-Up

Sweep product from hard surfaces onto the lawn [to keep valuable feeding nutrients on the grass.]

[ICON – lower legs stepping onto grass]

[4.] You're Done! What's Next?

Do not allow people or pets to enter the treated area until dusts have settled.

Questions? [Call] [now] ***insert company phone number*** [icon – phone]

Insert company website [icon – computer mouse]

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Application Restrictions

- Do not allow product to contact people or pets directly or through drift. Keep people and pets off lawn during application.
- Do not allow people or pets to enter the treated area until dusts have settled.
- Do not apply if rain is expected within 24 hours.
- Do not apply if day temperatures are regularly below 60°F or above 90°F.
- Do not apply more than twice per year.
- Do not water or mow lawn for at least 24 hours after application. [Granules must remain on weeds to be most effective.]
- Apply only to grass. Do not allow granules or dust to drift onto flowers, shrubs, fruit or vegetables plants.
- Do not use this product on flowers, shrubs, fruit or vegetable plants or on Creeping Bentgrass, St. Augustinegrass (including Floratam), Dichondra, Carpetgrass or Lippia lawns.
- Do not apply to new grass unless it has been mowed at least 4 times.
- Do not seed, sod or plant grass sprigs until at least one month after using this product.

[Watering

Wait at least 24 hours before watering your lawn. If watering sooner, water will wash the weed control off the weed's leaves and reduce the effectiveness of this product.]

[Seeding/Sodding/Sprigging

- Wait at least one month after you have applied this product before seeding, sodding or sprigging.
- Mow new grass at least 4 times before applying.]

WEEDS CONTROLLED

Some or all of the following weeds will appear on the label

Aster	Clover (hop)	Knotweed (Seedling)	Ragweed
Bindweed	Clover (red)	Lambsquarter	Red Sorrel (Sheep Sorrel)
Bittercress	Clover (white)	Lespedeza (Seedling)	Scarlet pimpernel
Black Medic	Cudweed	Lippia (Matchweed)	Shadflower (Whitlowort)
Bristly Oxtongue	Curly dock	Mallow	Shepherdspurse
Buckhorn	Dandelion	Moneywort	Smartweed
Bull Thistle	Dichondra	Morningglory	Sow Thistle
Burclover	Dollarweed	Mustard	Spurweed
Buttonweed	English daisy	Pennywort	Stitchwort
Canada Thistle	Eveningprimrose	Pepperweed	Threeseeded Mercury
Carpetweed	Filaree	Pigweed	Thymeleaved Sandwort
Catsear (Coast Dandelion)	Fleabane	Plantain	Vetch
Centella	Ground Ivy	Prickly Lettuce	Wild Carrot
Chickweed	Hawkweed	Puncturevine	Yarrow
Chicory	Healall	Purslane	Yellow rocket
Cinquefoil	Henbit	Pusley (Florida)	
	Horseweed	Pussytoes	

[What to Expect

Weed stems and leaves will begin to twist and curl in a few days, but a month or more may be required for complete control. This product will not prevent weed seeds from producing new plants.]

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[Under certain conditions, temporary discoloration may occur on Bahiagrass, Centipedegrass, Bermudagrass, and Zoysiagrass lawns.]

Option 3 Directions – Consumer Friendly

DIRECTIONS FOR USE

It is a violation of Federal law to use this product in a manner inconsistent with its labeling.

This product applies 1.5 lbs. of 2,4-D and 0.1 lbs. of dicamba per acre per application.

1 – PREP

KNOW YOUR LAWN SIZE

Tennis Court	Equals ~ 2,800 sq. ft.	[Illustration]
Football Field	Equals ~ 100 yards	[Illustration]
Standard Parking Space	Equals ~ 300 sq. ft.	[Illustration]

FILL & SET SPREADER

Scotts Broadcast/Rotary Spreader	Setting [X]
Scotts Drop Spreader	Setting [X]
Scotts (<i>insert brand name</i>)	Setting [X]

This package applies [approximately] 2.82 lbs. of product per 1,000 sq. ft.

2 – APPLY

- The product may be used [only] on Bahiagrass, Bermudagrass, Bluegrass, Centipedegrass, Fescue, Ryegrass, or Zoysiagrass lawns.
- Apply when weeds are actively growing [when daytime temperatures are consistently between 60°F and 90°F].
- For best results, apply to grass that is wet from dew or watering./Make sure that the grass is wet from dew or watering before applying. [This helps particles adhere to weed leaves to produce best results.]
- Mow tall grass a day or two before application.
- **In Spring**, apply on Bahiagrass and Centipedegrass lawns in mid-April or later and after the third mowing.
- **In Fall**, apply on Centipedegrass lawns before September 1st and Bahiagrass lawns before November 1st.

WALK AT A STEADY PACE

Broadcast Rotary Spreader [Illustration]
 Line up each pass approximately 5' from wheel track.

Drop Spreader [Illustration]
 Align arrow with previous wheel track.

Restrictions

- Do not allow product to contact people or pets directly or through drift. Keep people and pets off lawn during application.
- Do not allow people or pets to enter the treated area until dusts have settled.
- Do not apply if rain is expected within 24 hours.
- Do not apply if day temperatures are regularly below 60°F or above 90°F.

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- Do not apply more than twice per year.
- Do not water or mow lawn for at least 24 hours after application. [Granules must remain on weeds to be most effective.]
- Apply only to grass. Do not allow granules or dust to drift onto flowers, shrubs, fruit or vegetable plants.
- Do not use this product on flowers, shrubs, fruit or vegetable plants or on Creeping Bentgrass, St. Augustinegrass (including Floratam), Dichondra, Carpetgrass or Lippia lawns.
- Do not apply to new grass unless it has been mowed at least 4 times.
- Do not seed, sod or plant grass sprigs until at least one month after using this product.

[Watering

Wait at least 24 hours before watering your lawn. If watering sooner, water will wash the weed control off the weed's leaves and reduce the effectiveness of this product.]

[Seeding/Sodding/Sprigging

- Wait at least one month after you have applied this product before seeding, sodding or sprigging.
- Mow new grass at least 4 times before applying.]

Aster	Clover (red)	Lespedeza	Scarlet pimpernel
Bindweed	Clover (white)	(Seedling)	Shadflower
Bittercress	Cudweed	Lippia (Matchweed)	(Whitlowort)
Black Medic	Curly dock	Mallow	Shepherdspurse
Bristly Oxtongue	Dandelion	Moneywort	Smartweed
Buckhorn	Dichondra	Morningglory	Sow Thistle
Bull Thistle	Dollarweed	Mustard	Spurweed
Burclover	English daisy	Pennywort	Stitchwort
Buttonweed	Eveningprimrose	Pepperweed	Threeseeded
Canada Thistle	Filaree	Pigweed	Mercury
Carpetweed	Fleabane	Plantain	Thymeleaved
Catsear (Coast	Ground Ivy	Prickly Lettuce	Sandwort
Dandelion)	Hawkweed	Puncturevine	Vetch
Centella	Healall	Purslane	Wild Carrot
Chickweed	Henbit	Pusley (Florida)	Yarrow
Chicory	Horseweed	Pussytoes	Yellow rocket
Cinquefoil	Knotweed	Ragweed	
Clover (hop)	(Seedling)	Red Sorrel (Sheep	
	Lambsquarter	Sorrel)	

[What to Expect

Weed stems and leaves will begin to twist and curl in a few days, but a month or more may be required for complete control. This product will not prevent weed seeds from producing new plants.]

[Under certain conditions, temporary discoloration may occur on Bahiagrass, Centipedegrass, Bermudagrass, and Zoysiagrass lawns.]

STORAGE AND DISPOSAL

PESTICIDE STORAGE: Store in a dry place. Store in original container in a secure area away from children and pets. [Reseal opened bag by folding top down and securing.]

PESTICIDE DISPOSAL and CONTAINER HANDLING: Nonrefillable container. Do not reuse or refill this container. **If empty:** Place in trash or offer for recycling if available. **If partly filled:** Call your local solid waste agency for disposal instructions. Never place unused product down any indoor or outdoor drain.

NOTE:

EPA Reg. No. 538-211

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SPREADER SETTING INFORMATION

The following are optional formats to present spreader setting information. Appropriate spreader settings, spreader brand names, and coverage will be inserted on Final Printed Label

Spreader Settings

[Covers xx,xxx sq. ft.]

This package applies [approximately] 2.82 lbs. of product per 1,000 sq. ft.

[Illustrations of spreaders, settings and patterns]

Spreading Tips

- For best results, use a Scotts spreader/[Use [only] with Scotts spreaders]/[Scotts products are designed to work with Scotts spreaders.
- Mow lawn first if grass is tall enough to touch the bottom of the spreader.
- Apply header strips.
- Apply product in longest direction of lawn.
- Overlap wheel marks to ensure uniform feeding.
- Shut off spreader or stop each time you reach header strip.
- For even application walk at a steady pace slightly overlapping each pass.

	Spreader Settings:
Scotts Broadcast /Rotary Spreaders Each pass should be within X feet of the other to ensure an overlap. [Scotts Basic™, Standard™, Deluxe™ EdgeGuard®, Lawn Pro® or SpeedyGreen®/ <i>insert brand name</i>]	[XX]
Scotts EasyGreen® /insert brand name Each pass should be within 30 inches of the other to ensure an overlap.	[XX]
Scotts Drop Spreaders Align hopper arrow with previous wheel track [to ensure even coverage]. [Scotts AccuGreen®/ <i>insert brand name</i>]	[XX]
Scotts Wizz Spreaders [ILLUS][Spreader] Each pass should be within X feet of the other to ensure an overlap.]	[XX]

[For additional spreader settings, please call *insert co. phone number*]

NOTE:

EPA Reg. No. 538-211

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OPTIONAL FERTILIZER GUARANTEE INFORMATION

The following table may be used in whole or in part. Fertilizer information denoted by "X" will be added to FPL. NPK will not exceed the endpoints tested for acute toxicology studies.

Product Name

GUARANTEED ANALYSIS

XX-XX-XX (<i>insert N-P-K ratio</i>)	FXXX
Total nitrogen (N)	XX%
X.X% ammoniacal nitrogen	
X.X% urea nitrogen	
X.X% other water soluble nitrogen*	
X.X% water insoluble nitrogen	
Available phosphate (P ₂ O ₅)	X%
Soluble potash (K ₂ O)	X%
Calcium (Ca)	X%
Magnesium (Mg) (Total)	X%
X.X% water soluble magnesium (Mg)	
X.X% chelated magnesium (Mg)	
Sulfur (S)	X%
X.X% combined sulfur (S)	
X.X% free sulfur (S)	

Derived from: ammonium phosphate/urea/methylenureas/potassium sulfate/ammonium sulfate/muriate of potash/polymer-coated sulfur-coated urea/potassium chloride/dolomite.

*Contains X.X% slowly available methylenediurea/dimethylenetriurea nitrogen/water insoluble nitrogen.

Information regarding the contents and levels of metals in this product is available on the internet at <http://www.regulatory-info-sc.com> **or** <http://www.aapfco.org/metals>

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OPTIONAL TEXT AND CLAIMS

Appropriate fertilizer, formula and company specific information will be inserted on Final Printed Label to replace “X”

References to this product may be replaced by appropriate alternate or supplemental product names. References to the Scotts Brand may be replaced with appropriate alternate brand.

The following claims may be preceded by “new” or “now” for six (6) months from the first date of shipment to a customer in accordance with Federal and State Registrations

GENERAL CLAIMS

1. Scotts No-Quibble Guarantee®
2. Patented Particle™ Technology
3. The Scotts Difference™
4. The Scotts Advantage®
5. Easy open, resealable bag
6. SCOTTS POLICY **No Quibble Guarantee** SEE BACK FOR DETAILS
7. One Easy Step/Application!
8. Formulated for the home environment
9. Step™ 2 of 4 Easy Steps to a Better Lawn
10. Scotts Best Annual Program
11. Formulated for the home environment
12. For best results, apply [as part of] a Scotts Annual Lawn Care Program™
13. For best results, apply to a wet lawn
14. Backed by Scotts No-Quibble Guarantee®
15. The Scotts Advantage® Available only at authorized Scotts® Lawn Pro® dealers
16. Won't Burn** ** When used according to manufacturer's directions
17. For best results apply a Scotts annual program (see back panel for details)
18. For best results, apply as a [the Scotts®] Turf Builder® Annual Program
19. Golf course results for your home lawn!
20. Exclusive Particle Technology [art]



21. Sticks to weed leaves for control
22. For best results, apply a Turf Builder® product four times a year (see back for details).
23. Available only at authorized Scotts® Lawn Pro® dealers.
24. Apply in late spring, summer, or fall.
25. [Grass Types:] For use on Bahiagrass, Bermudagrass, Bluegrass, Centipedegrass, Fescue, Ryegrass, or Zoysiagrass lawns.
26. Not for use on St. Augustinegrass (including Floratam), Dichondra, Lippia, Carpetgrass or Bentgrass lawns.

WEED CONTROL CLAIMS

27. 2-Way Control

000538-00211.20160725

Edit Date: 20171030

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28. Kills dandelions and other major lawn weeds*
29. Kills dandelions, clover and most other broadleaf lawn weeds*
30. Small, lightweight granules provide complete uniform coverage and are quickly absorbed to help insure control of large and small weeds.
31. Controls more than 50 common lawn weeds such as dandelion, clover and chickweed.
32. Effective on both large and small weeds* (see list below).
33. Kills roots.
34. Kills dandelions, chickweed, white clover and most other common broadleaf weeds*.

COMBINATION CLAIMS

35. Scotts' most effective weed and feed
36. Weed control plus lawn fertilizer for use on bahiagrass, bermudagrass, bluegrass, centipedegrass, fescue, ryegrass or zoysiagrass lawns
37. All you need for a thicker, greener lawn without dandelions
38. Clears out clover and other broadleaf weeds and helps prepare your lawn for winter
39. Kills dandelions and more than 50 other broadleaf weeds after they sprout and helps make your lawn its thickest, greenest ever
40. Kills dandelions, clover, chickweed and other non-grassy weeds while greening your lawn without rapid, extreme growth
41. Unlike ordinary weed-and-feeds, every particle of this product contains Scotts patented timed-release nitrogen plus potassium and weed control. (See back for details).
42. What to expect - Dandelions and other weeds will be killed in 3 to 4 weeks and your lawn will be greener in 4 to 6 days
43. Thickens lawn to crowd out weeds

FERTILIZER CLAIMS

44. [art] Builds strong, deep roots
45. [art: Water Smart Formula] Improves lawn's ability to absorb water & nutrients
46. ULTRA GREENING POWER!
47. "We guarantee thick, green, turf without risk of surge growth."
48. Timed-release nitrogen won't burn your lawn or cause surge growth
49. Plus fertilizes with a feeding of Turf Builder® for developing thick, green lawns
50. Builds thick, green turf from the roots up [without burning your lawn]
51. Scotts Best Annual Program For A Picture-Perfect LawnBoost of nutrients to help your lawn survive/prepare for the summer/summer stress/heat, drought & wear and tear!
52. Develops longer, deeper roots to help your lawn survive/prepare for the summer/summer stress/heat, drought, and wear and tear!
53. Builds thick, green turf without burning
54. Feeds lawn, helping turf to fill in where weeds once were
55. Strengthens/protects your lawn
56. Fast, long lasting greening power
57. Won't burn lawns, guaranteed.
58. No burning
59. No surge growth
60. Builds thick, green lawns.
61. Quick greening, long lasting.
62. Patented, timed-released nitrogen formula builds thick, green lawns from the roots up
63. Each lawn fertilizer particle provides release that won't burn or cause surge growth when applied as directed
64. Delivers nutrients which enhance root growth and provide extended feeding
65. All the nutrients your lawn needs in one application/bag/step
66. Scotts All-in-One®** particles combine essential nutrients into every particle [for even feeding]
67. Total nutrient package helps repair thin and bare spots in your lawn
68. Patented timed-release nitrogen formula builds thick, green lawns from the roots up.

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69. [Product Name] lawn fertilizer contains extra nitrogen, carefully blended with potassium to make your lawn greener.
 70. Your lawn will be greener in 4 to 6 days if weather conditions are good [warm soil, some moisture] and application instructions were followed.
 71. The greening will reach its peak 8 to 10 days after application. The color difference will be more noticeable if your lawn is hungry to begin with.
 72. [Product Name] works below the soil, too, helping to promote root and rhizome development; this strengthens the grass plants and enables them to produce more blades of grass, and it thickens the lawn with the addition of new grass plants.
 73. Thin areas of turf will fill in over time [about 6 weeks], creating a more uniformly dense lawn.
 74. There's no overfeeding or underfeeding when you follow the fail-proof directions.
 75. The result is a beautiful, thicker, greener lawn.
- *as listed

LIGHTWEIGHT FORMULA CLAIMS

76. [For Best Results] Apply Once in Fall: [Helps grass/ lawn(s) recover from Summer damage] [and] [Kills/Controls/ Clears out (insert any all listed weeds) [for (a) better/greener/healthier lawn/grass next Spring.]
77. [New/Improved/Enhanced [Formula] –]Most effective/Best /Greatest/Most Powerful/Superior Scotts [Fall] Weed & Feed [formula] [for killing/controlling clearing out/wiping out dandelion/clover] [in the fall]
78. [New/Improved/Enhanced formula [with] improved/better/greater/more/most powerful/superior [weed] coverage for better/best [weed] [dandelion/clover] killing/control compared to [original] **insert Scotts product name**
79. [New/Improved/Enhanced Formula -] [Now With] [Exclusive] [Smaller, Lightweight] [More] Weed Control Particles for Better/Greater/Superior Weed Coverage [& Greening/Feeding] compared to [original] **insert Scotts product name**
80. [New/Improved/Enhanced Formula -] [Now With] [Exclusive] [Smaller, Lightweight] [More] Weed Control Particles So It Gets Weeds You See & Ones You Don't
81. [New/Improved/Enhanced Formula-] [Now With] More Lightweight Particles for [Better/Greater/Superior/More Powerful Weed Control] [Better Weed Coverage][& Even Greening/Feeding] compared to [original] **insert Scotts product name**
82. [New/Improved/Enhanced Formula -] [Now With] More Weed Coverage for Better/Greater/Superior Control compared to [original] **insert Scotts product name**
83. [New/Improved/Enhanced Formula -] Scotts® Exclusive Particle Technology Grips Weeds You See & Ones You Don't/Won't
84. [New/Improved/Enhanced Formula -] Smaller, Lighter Particles Get Weeds You See & Ones You Don't/Won't
85. [New/Improved/Enhanced Formula –]Best /Greatest/Most Powerful/Superior/Effective [dandelion and clover control/killing] [weed control/killing][Fall] formula from Scotts
86. [New/Improved/Enhanced Formula –]Best/Greatest/Most/More Powerful/Effective Scotts [Turf Builder] [WinterGuard] [Fall] Weed & Feed [Formula] [for Fall]
87. [New/Improved/Enhanced Formula –]Best/Greatest/Most Powerful/Effective Scotts [Turf Builder] [WinterGuard] [Fall] Weed & Feed Formula for [Weed Control/Killing] [Dandelion & Clover Control/Killing] [in the fall]
88. [New/Improved/Enhanced] [and][Most Effective/Powerful] Formula for Killing/Controlling/Clearing Out Weeds/**insert weed(s) from weed list**[& [Even] Greening/Feeding][Even The Ones You Won't/Don't See]
89. [New/Improved/Enhanced] [and][Most Effective/Powerful] Formula - [Now With] [Exclusive] [Smaller, Lightweight] [More] Weed Control Particles So It Gets Weeds You See & Ones You Don't
90. [New/Improved/Enhanced] Formula - For/The Most/Best/Better/Greater/Superior Even Feeding/Greening compared to [original] **insert Scotts product name**
91. [New/Improved/Enhanced] Formula - Now With The Most/The Best/Better/Greater/Superior Coverage for [The Most/Best] Even Feeding/Greening compared to [original] **insert Scotts product name**
92. Covers More Weeds, Better for Superior/The Best/Greater/The Most Powerful/The Most Effective Weed Control

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93. Fall Feeding – [Kills/Controls/Clears out **insert any all listed weeds** while continuously feeding/greening through/throughout the fall to thicken & strengthen your grass/lawn [for [a] better/greener/ healthier/ grass/lawn next Spring.]
94. Feeds/Greens/Thickens/Provides nutrients to lawn/grass for up to X months while controlling [insert listed weeds] for up to X months [for (a) greener/healthier lawn/grass [next Spring].
95. New & Improved [formula] [compared to original **insert Scotts product name**]
96. New [improved/Enhanced] formula with better/greater/more/most powerful/superior weed control/killing compared to [original] **insert Scotts product name**
97. New/ [improved/Enhanced] formula with better/greater/more/most powerful/superior **insert weed(s) from weed list** control compared to [original] **insert Scotts product name**
98. New/Improved/Enhanced [Formula]
99. Sticks/Grips to/ Locks [onto] [to] weed leaves for better control/weed coverage/weed killing success

TECHNICAL FEATURES OF FORMULA CLAIMS

100. Gets/Kills/Clears Out The Weeds You See & The Ones You Don't
101. Grips/Locks/Sticks [onto] [to] [& Kills] [the] Weeds You See & Ones You Don't
102. Grips/Sticks/Locks/Grabs Gets to/onto [the] weeds you see & [the] ones you don't [for superior/better/more/greater/ more powerful/the most powerful [weed] control/killing] vs previous formulas
103. Grips/Sticks/Locks/Grabs to/onto [even] the smallest/tiniest/littlest weed/weeds [to kill/get/control the weeds you see and the ones you don't
104. Hits/Sticks/Covers More of The Weed for Our/Scotts Most Powerful/Most Effective/Best Weed Control Ever
105. **Insert Photo/Image** Weed coverage/particles covering weeds
106. **Insert product/technology name Insert Photo/Image** weed leaf coverage [compared to/vs] **Insert comparison product name Insert Photo/image** of weed leaf coverage
107. **Insert product/technology name Insert Photo/Image** weed leaf coverage
108. Locks/Grips/Grabs/Sticks to/onto [every/even the smallest/tiniest/littlest] weed/weeds [for our/Scotts most powerful/most effective/best weed control/Scotts [Fall]Weed and Feed[For Fall]
109. Locks/Grips/Grabs/Sticks [to][Onto] [Fall] Weeds For Superior Accuracy/Precision [& Control]
110. Locks/Grips/Grabs/Sticks onto [Fall] Weeds for our Most Powerful/Most Effective/Best Weed Control Ever
111. Micro-Particles Lock/Grip/Grab/Stick Onto Weeds For Superior Accuracy/Precision & Control
112. More Granules Attach/Lock/Grab/Grip/Lock to/onto Every Weed for the Most Powerful/Most Effective/Best Weed Control vs previous formulas
113. Patent Pending
114. Scotts® Exclusive [WeedGrip®] [Particle/Granule/Granular] Technology
115. Scotts **insert product name** with **insert particle technology**: Kills/Clears out weeds/dandelions and clover and thickens grass to crowd out future invasions/issues/problems/weeds
116. Sticks/Locks/Adheres More Granules to Every Weed for our/Scotts Most Powerful/Most Effective/Best Weed Control/[Scotts [Fall] Weed and Feed]
117. [Superior Coverage] No Weed Goes Untouched
118. [Superior Coverage So] Every Weed Gets Hit
119. Sure-Cover /Weed-Grip/WeedGrip/WeedTac/WeedTack/Full-Contact [Particle] Technology

SMALL PACKAGE CLAIMS

120. [For] quick front yard green-up
121. [Great] front yard fertilizer/lawn food
122. [Just] the extra you need to finish your lawn!
123. Clears out [pesky] weeds in your front/back yard
124. Great for feeding/weeding your front/back yard
125. No need to buy more than [what] you need
126. Perfect for [small] lawns [that are less than 2500 ft²]

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WHAT DOES SCOTTS *(insert product name)* DO?

Scotts *(insert product name)* kills/controls

Insert partial listing of weeds controlled

**For a list of weeds that Scotts *(insert product name)* targets visit:
[www.scotts.com/\(insert company website\)/\(insert product name\)/target weeds](http://www.scotts.com/(insert company website)/(insert product name)/target weeds)**

THE SCOTTS STORY OPTIONS

Option 1

Scotts is there for your lawn care needs.

Founded in 1868, we are proud of our long history and celebrate the lawn by offering best-in-class products. [We start with the fundamental truth; your lawn is a living, growing thing.] [We start with the fundamental truth; the lawn is alive].

Our scientists embrace this truth by developing technologies that benefit the lawn and fit your lawn care needs. If you need to feed the lawn – we are here. If you have issues with pesky weeds – we got your back. So if you’re a die-hard lawn warrior or a novice learning how to care for your lawn – [let us help.] [We would like to help].

Option 2

Scotts is your go-to for everything lawn care. We’re extremely proud of our heritage and proven expertise. And we celebrate this by continually offering industry-leading products—always with the consumer in mind.

We believe the fundamental truth; your lawn is alive. With that in mind, we create advanced technologies and innovative formulas that help create the lawn you’ve always dreamed of. From feeding and maintaining your lawn to protecting against weeds, pests/insects and disease, we have the best-in-class products and advice to help you successfully care for your lawn this season—and for years to come.

Option 3

Scotts has helped people create the lawn they’ve always dreamed of. Founded in 1868 by O.M. Scott, we’re extremely proud of our rich history and hard-earned reputation. And honored to be the leader in lawn and garden care for everyone from first-time gardeners to seasoned green thumbs.

We do it by developing advanced technologies and innovative formulas—all based on your needs. From feeding and maintaining a hearty, beautiful lawn to banishing pesky weeds, we have the best-in-class products—and expert advice—to consistently make garden care easier and a lot more enjoyable.

PRODUCT DESCRIPTION OPTIONS

Option 1

[Product Name] [is] [a/an] [innovative] formula that [kills existing lawn weeds/clears out problem weeds] like dandelions and clover and feeds your lawn. It’s Scotts’ most powerful Weed & Feed.

Option 2

[Product/Technology Name] [is] [a/an] [innovative] [formula/technology] [that kills existing lawn weeds/clears out problem weeds] like dandelions and clover and feeds your lawn.

Option 3

NOTE:

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[Product/Technology Name] grips the weeds you see and the ones you don't! It clears out dandelions & clover - guaranteed!

[Dandelion] [Clover] [Dollarweed] [Ground Ivy] [Chickweed] [Plantain] [Henbit] [English Daisy]
For a list of weeds that ***(insert product name)*** targets, visit ***(insert company website)***

(Insert Product Name) works on/can be used/applied on:

[Fescue] [Bluegrass] [Ryegrass] [Bermudagrass] [Bahia] [Centipedegrass] [Zoysia]

(ILLUS.)

[THE NAME TO GROW WITH!]

XX NITROGEN	X POTASSIUM
Essential for plant growth; makes grass green.	Makes plant strong; better able to resist drought and extreme heat.

[Graphics]	
[art] Guaranteed! Won't Burn Lawn	[art] Weed
[photo] This lawn is starving and has weeds	[photo] This lawn was fed with (Product Name)
[photo] Treated	[photo] Untreated

[Lawncare Information:] [Water Smart®] Tips for Lawncare Success:

- Feed regularly for your best lawn – Regular feedings of Scotts [Turf Builder] [insert alternate brand/product name] will help build a lawn you and your family can enjoy. Scotts [Turf Builder] [insert alternate brand/product name] provides the nutrients your lawn needs to look its best and withstand the stresses of weeds, heat, drought and family activity.
- Mow your lawn high. Mowing high allows the grass to develop a deep root system & helps your lawn use water more effectively.
- Leave the grass clippings on your lawn. This recycles the plant nutrients back into the soil.
- Conserve water. Your lawn will begin to wilt when water is needed. As much as possible, take advantage of nature's sprinkler and rely on the rain to water your lawn.

[art] one annual feeding

[art] 2-3 annual feedings

[art] 4 annual feedings

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Tips for Lawncare Success:

[icon: granules falling on grass] **Feed Regularly**

Regular feedings provide the nutrients your lawn needs to look its best and withstand the stresses of weeds, heat, drought & family activity

Benefits of Multiple Feedings [art] one annual feeding [art] 2-3 annual feedings [art] 4 annual feedings

[icon: lawn mower] **Mow and Leave the Grass Clippings on Your Lawn**

Mowing high allows the grass to develop a deep root system & helps your lawn use water more effectively. Grass clippings recycle the plant nutrients back into the soil.

[Water Smart™ logo][Water Smart Makes The Most Of Every Drop™] **Conserve Water** Well-fed lawns are more efficient at using available water. Feeding with Scotts [fertilizer/lawn food] helps grow/build a thick lawn with more roots to better absorb water and nutrients than an unfed lawn. This helps protect your lawn against heat drought and other stresses. Remember your lawn will begin to wilt when water is needed. As much as possible take advantage of nature's sprinkler and rely on the rain to water your lawn.

Scotts & Your Environment [art]

We care. Scotts products are designed with care to grow thicker, greener lawns. A Green Lawn Is a Good Lawn. A healthy lawn can clean the air, produce oxygen and prevent runoff and soil erosion. You can make a difference. Help keep our water resources clean. Apply this product only to your lawn, and sweep any product that lands in the driveway, sidewalk or street back onto your lawn.

How Much is Enough?

To determine the square footage of your lawn, walk the length and width of your lawn; one average pace equals about 3 feet. Multiply the length of the lawn by the width of the lawn. This equals the area of your lawn in square feet. NOTE: If your lawn has an irregular shape, measure square areas, then add the figures together to reach your total lawn size

SEASONAL PRODUCT APPLICATION OPTIONS

Optional Product Program Information

[[Scotts] Recommended Annual Feeding/Lawn Care Program]

[Plan your feeding schedule. Choose the right product for your lawn.]

[Any Season - Apply any season if weeds or bugs are not a problem: Scotts® [artwork]/ **insert brand name**

[Early Spring February-April - If you have weeds/To kill weeds: [artwork] / **insert brand name**

[Late Spring April-June - If weed or bugs are not a problem: Scotts® [artwork] / **insert brand name**

[Summer June-August - Scotts® [Super] Turf Builder® Lawn Fertilizer.

[Fall September – November - Scotts® [Super] Turf Builder® WinterGuard®] [artwork] / **insert brand name**

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Scotts Recommended feeding routine

Plan your feeding routine with Scotts / Turf Builder / Lawn food / [line of] products.

[icon] [Early spring]

[An early spring feeding helps grass get going after its initial green up. You should feed around the first time you mow your grass.]

[icon][late spring]

[Feeding now prepares grass for summer by making more blades on top and building deep roots below.]

[icon] [summer]

[A summer feeding provides grass the nutrients they need to thrive during the summer months.]

[icon][early fall]

[Feeding now helps grass store nutrients to deal with the stress of the winter months.]

The following optional statements will be used for products sold in Florida in order to comply with the Florida (fertilizer) Urban Turf Rule.

[Florida] Fertilizer Applications: Up to 4 annual feedings [4 lbs. N/1000 sq. ft.] with the following exceptions: On centipedegrass do not exceed 2 feedings [2 lbs. N/1000 sq. ft.] in the north and 3 feedings [3 lbs. N/1000 sq. ft.] in the central and south. On [bahia grass and] zoysiagrass do not exceed 3 feedings [3 lbs. N/1000 sq. ft.] in the north.

North Florida is defined as north of a line extending from Cedar Key to Daytona Beach. Central Florida is defined as south of the line extending from Cedar Key to Daytona Beach to a line extending from Tampa to Vero Beach. South Florida includes the remaining southern portion of the state.

In Florida, 4 feedings may exceed the Nitrogen limits on certain grass types in some [geographic] areas.

Check with your local Cooperative Extension Agency to obtain specific information on local turf best management practices [for feeding your lawn.]

Check with your county or city government to determine if there are local regulations for fertilizer use.

[Questions/Information]

Get expert advice for your lawn NOW! Want information on what to use and when? Sign up today to get free expert advice specifically for your lawn.

[Art: mouse icon] Visit our website: www.scotts.com

[Art: phone icon] Consumer Helpline: 1-800-543-TURF (8873)

-OR-

If you have questions

We designed this Program to make having a better lawn as simple and easy as possible. But you may still have some questions about your lawn during the year. If so, you can contact the Scotts Lawn Pro® retailer where you bought this Program. They are ready to answer your questions and provide any help or information that you may need. -OR- You can get the answers by talking directly with one of Scotts lawn counselors. Simply dial this toll-free number 1-800-543-TURF.

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Edit Date: 20171030

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Contact the experts at scotts.com

SCOTTS...the lawn people

Now it's easy for you to have a better lawn

Start anytime

You can start into the Annual Program anytime of the year. Just check the month and select the appropriate Step listed below.

Guaranteed results

Each Step is designed to the specific season to help give you a healthier, greener lawn.

Simple and easy

No more guesswork. You simply apply the right product - one Step at a time.

Scotts tiny, lightweight granules provide two advantages:

- 1) They stick to weed leaves better than the larger, heavier pellets of other weed & feeds.
- 2) They spread evenly for better weed control and feeding. The better the product adheres to the weed leaves, the better the results!

The Scotts Advantage®:

Tiny, Lightweight Particles For Better Weed Control

Weed killers work by entering through the weeds' leaves. Therefore, its best to apply this product to a wet lawn, so the particles can stick better to the weeds. ***(Insert Product Name)*** has tiny, lightweight granules that stick to weed leaves for better control of broadleaf weeds.

-OR-

The Scotts Advantage®:

Each of Scotts exclusive All-in-One Particles®* contains the guaranteed feeding nutrients and the weed control ingredients to provide consistent feeding and weed control to every treated square inch of your lawn. The result: A thick, green lawn without burning. GUARANTEED.

- All-in-One Particles® = nitrogen, potassium and the weed control ingredient contained in [on] every particle.

-OR-

- All-in-One Particles® = nitrogen, potassium and the weed control ingredient contained in [on] every particle.

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Advantages of (Insert Scotts Product Name):

SMALL LIGHTWEIGHT GRANULES MEAN BETTER WEED CONTROL. Most lawn weed controls must be absorbed through the weed's leaves to be effective. **(Insert Product Name)**

granules are small and lightweight so they will stay on even the smallest weed leaves. And each **(insert product name)** granule contains weed control and America's favorite lawn fertilizer.

THE NITROGEN IN (PRODUCT NAME) IS TIME-RELEASED to provide a supply of this essential nutrient to help your lawn stay thick and green for up to 6 to 8 weeks.

EACH (INSERT PRODUCT NAME) GRANULE CONTAINS NPK [NK] AND WEED CONTROL. We bond Scotts® unique controlled-release nitrogen (N) and potassium (K) and a weed control, so your lawn receives a uniform feeding, and effective weed control.

How Weed Control Works

Small, lightweight granules mean better weed control. Most lawn weed controls must be absorbed through the weed's leaves to be effective. The weed control in this product consists of granules that are small and lightweight, so they will stay on even the smallest weed leaves.

[Art: SMG/NYSE icon]

[Sold and Guaranteed by:]

The Scotts Company
14111 Scottslawn Rd.
Marysville, OH 43041

Questions/Information]

[icon - phone]

Call/Consumer Helpline/ phone toll-free/ Scott's [toll-free] consumer hotline/ Contact Us
1-800-543-TURF (8873)

[Open 8:00 a.m. to 5:00 p.m. Eastern time]

[icon – computer mouse]

[Visit [our website]] www.scotts.com

Scotts No-Quibble Guarantee®

If for any reason you, the consumer are not satisfied after using this product, you are entitled to get your money back. Simply send us evidence of purchase and we will mail you a refund promptly.

NOTICE: To the extent consistent with applicable law, buyer assumes all risks of use, storage or handling of this product not in accordance with directions.

U.S. Patent No. X,XXX,XXX **(patent information will be added to FPL)**

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Made in U.S.A./Product of [Country Name]

EPA Reg. No. 538-211

EPA Est. No. 538-OH-1

[Superscript used is first letter of lot number]

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Edit Date: 20171030